

of the front side 18 of the data card 17 exposed. The magnetic stripe 20 is located on the back side 19 of the data card 17 (see FIG. 5). In this configuration, the data card 17 is ready to pass through the magnetic reader for verification and activation of the encoded data and PIN 39.

[The VMP 30 is also manufactured in this configuration without the bottom 25 perforated portion exposing the magnetic stripe 20 to further expedite point of purchase processing while protecting the integrity of the PIN 39.]

IN THE CLAIMS:

Pursuant to 37 C.F.R. 1.530, please amend claims 5 and 11 as follows (these amendments include the entire text of each claim which is being proposed to be amended by the current amendment with markings pursuant to Section 1.530 paragraph (d)(2)(i)C):

5.(Twice amended) A data card display package [for] displaying a data card having a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on a back side, and non-confidential data printed on a front side, said data card display package comprising:

an opaque paperboard backing having first and second sides, perforations in said paperboard backing defining first and second side margins, and an aperture formed in said first side;

a transparent layer bonded to said first panel and covering said aperture to form a display window;

said first side being folded over said data card and onto said second side and bonded along said first and second side margins to secure said data card there between, the front side of the data card remaining visible through the display window and the confidential PIN number on the back side of the data card remaining masked from view by said backing;

whereby separation of said perforations in said paperboard backing permits the package to unfold.

11.(Twice amended) The data card display package according to claim 7, wherein [the